

PART III

CHAPTER 2

MARKETING (LM)

MISSION: Acts as principal advisor and assistant to the Commander for execution of the DoD Surplus Property Marketing and Sales Program. Provides policy, procedures and command-wide program management for various marketing programs including: Merchandising, advertising and sales contracting, scrap property management, the Precious Metals Recovery Program, and the sales aspect of the Foreign Military Sales Program. Conducts market research with the purpose of expanding the customer base, improving rate of return and increasing net proceeds. Conducts sales forecasting to improve sales objectives, performance, and control. Performs all actions necessary to effect the sale of property through the National Sales Office.

2100 OFFICE OF THE VICE PRESIDENT (LM)

FUNCTIONS:

1. Performs administrative support (Annex A) and standard management responsibilities (Annex B).
2. Coordinates the accomplishment of Annex C responsibilities within the Marketing organization.
3. Develops DRMS operational targets, goals and objectives for the marketing of surplus personal property.
4. For all sales (national and local interest property), analyzes commercial markets and trends. Based upon analysis of market economic conditions and basic materials industries requirements, and trends and forecasts, determines property market values; determines potential markets, buyers and sales method; develops operating plans; and identifies sale requirements.
5. Develops reciprocal trade arrangements and competes for markets abroad with consideration of U.S. political posture among world powers and the effect on trade policies. Interfaces with Foreign Embassies, State Departments, and the Europe economic community.
6. Develops, coordinates and conducts planning and program management relative to marketing of DoD surplus personal property, specifically market research, market and sales expansion, merchandising, sales contracting, recyclable materials, and precious metals.

7. Develops market plans for DRMS product lines to include strategies for expansion of the customer base. As part of that strategy, develops and maintains working relationships with trade associations and industry.
8. Develops marketing aids and managerial guidelines to improve identification segregation, lotting, description, selection of sale method and other marketing applications.
9. Develops advertising policy for DRMS Surplus Sales Program. Develops national, local and international advertising campaigns aimed at the marketing of the sales program. Tracks the success of DRMS advertising efforts. Develops advertising prototypes to be used by field activities.
10. Administers the advertising and promotional aspects of national sales marketing operations.
11. Formulates trade show policy and procedures, maintains a schedule of the major shows, designs trade show displays and promotional merchandise, monitors the success of those efforts and participates in the actual show. Provides a summary of all actions pertaining to each trade show and follow-up actions taken to the National Commander.
12. Manages the DRMS Recyclable Materials Program. Assists DoD in managing direct sales under the qualified recycling program (QRP).
13. Collaborates with DoD, Federal, state and local agencies in the development of plans, procedures and operating requirements for specialized DRMS marketing services and sale of unique items.
14. Coordinates national marketing activities with International marketing and sales activities.
15. Evaluates DRMS effectiveness in marketing of surplus personal property. Initiates corrective actions as required to improve DRMS marketing effectiveness and efficiency.
16. Resolves problems involving the implementation and application of assigned program policy and procedures with DRMS activities, DLA, the Military Services, other DoD activities, other Federal agencies, state, and local governments and private sector.
17. Maintains liaison with government and industry representatives to develop innovative methods and techniques to enhance the effectiveness of the DRMS Marketing and Sales Program.
18. Develops, coordinates, and updates DRMS operational policies, procedures, standard operation procedures and instructions in the areas of merchandising and sales contracting for national, local and international sales.
19. Develops, administers and maintains a worldwide bidders master file. Distributes copies to DRMS user organizations.
20. Reviews/processes Automated User-Code Request Applications (AURA) to access the DNSP.

21. Evaluates and provides information and/or documents answering questions or inquiries received from private individuals/organizations, buyers/potential buyers or governmental agencies, congressionals, including customer service and bidder application forms.
22. Executes the appointment of DRMS Sales Contracting Officers (SCOs). Maintains a consolidated list of all SCO appointments.
23. Develops and coordinates the implementation of newly assigned responsibilities and programs.
24. Serves as functional point of contact for the DAISY National Sales Program (DNSP).

2200 SCRAP SALES DIVISION (LMS)

FUNCTIONS:

1. Implements contracting policy and procedures for the scrap sales program.
2. Reviews national sale property descriptions received from DRMOs and resolves discrepancies.
3. Evaluates sales requirements and recommends disposition of property having no commercial market value/demand or that cannot be sold cost-effectively.
4. Performs as primary DRMS point of contact on the sale of scrap materials and U.S. Navy ships.
5. Prepares central sale of surplus high value scrap items.
6. Develops, prepares and distributes IFBs, flyers and amendments for national scrap sales.
7. Accomplishes withdrawals from sale prior to award of national sale items.
8. Prepares, reviews, analyzes and recommends to DLA requests for withdrawal after award and prior to removal.
9. Evaluates and resolves sales contract claims, defaults, disputes, and operational problems.
10. Prepares special sales such as Commercial Space Launch Act, Law Enforcement Act, and Wild Fire Suppression Act.
11. Evaluates surveillance reports on purchasers of surplus U.S. Navy ships and recyclable materials and determines actions necessary to resolve sale contract performance problems.
12. Conducts reviews, analysis and special studies to formulate national sales operations; maintains operational, cost, and productivity statistical data and provides finding, reports and recommendations.

13. Executes, administers and maintains technical control over national sale contracts.
14. Performs analyses and reconciliation of sales contract reports and supporting documents; initiates adjustment actions as necessary.
15. Reviews and evaluates end-user certificates for strategic/munitions list property sold; determines validity of import, export and delivery verification documents.
16. Initiates/obtains necessary investigations and approval clearances on potential buyers of foreign excess personal property, including Integrity and Reliability (I&R) checks (excludes DRMS International).
17. Operates the Precious Metals Recovery Program (PMRP) for the DoD and other participating federal agencies. Develops and presents PMRP briefings and special presentations. Develops and implements PMRP operational improvements and established precious metals property accounting operational policy.
18. Evaluates and initiates all PM contract requirements; ensures adequate contractual surveillance.
19. Evaluates requirements for and initiates the acquisition of precious metals recovery equipment.
20. Maintains national sales data on the Internet.

2300 USABLE SALES DIVISION (LMU)

FUNCTIONS:

1. Develops and implements the Enterprise Management sales initiatives in conjunction with private industry to develop partnership for the sale of DoD surplus property.
2. Awards and administers sales contract involving long-term partnership arrangements.
3. Implements contracting policy and procedures for the DRMS Sales Program.
4. Reviews national sale property descriptions received from DRMOs and resolves discrepancies.
5. Evaluates sales requirements and recommends disposition of property having no commercial market value/demand or that cannot be sold cost-effectively.
6. Prepares central sale of surplus high value items.
7. Receives and records sealed bids at bid opening by transcribing data to ADP files and records for mechanized sales.

8. Performs data transcribing to update, change and maintain all ADP files and records with sale information.
9. Provides for office automation operations for the DRMS Sales Program, including data processing requirements.
10. Maintains national sales data on the Internet.
11. Prepares and submits market impact reports on designated items to Department of Commerce. Resolves disapprovals of requests for market impact clearances.
12. Provides sales contracting officer for national auction sales, including coordinating pre-sale actions, on-site review of property/sale location, and meetings with host installation/property generators.